

# Matas A/S in Consumer Health (Denmark)

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## Abstracts

With an ambitious goal of reaching net sales of DKK4 billion by 2021, Matas is set to increase its number of retail outlets over the forecast period and will roll out a new store concept called Matas 2020, designed to give consumers a more complete shopping experience, with the first two test stores opened in early 2016. In recognition of the growing importance of internet retailing in Denmark, Matas will also work to further promote and improve its popular online store, matas.dk.

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## Contents

Strategic Direction

Key Facts

Summary 1 Matas A/S: Key Facts

Summary 2 Matas A/S: Operational Indicators

Competitive Positioning

Summary 3 Matas A/S: Competitive Position 2016

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